

August 5, 2021



AUGUST 5, 2021

Dear Members,

This week the AZLTA Team had the opportunity to collaborate with hospitality leaders across the state and nation. The Governor's Conference on Tourism hosted by the Arizona Office of Tourism (AOT) focused on the Arizona Comeback with sessions led by experts on attracting and building the hospitality workforce, and increasing incorporation of sustainable and responsible tourism practices. It was incredible to see our colleagues in person and celebrate the accomplishments of the honorees during a challenging year. We look forward to collaborating with AOT on the strategic initiatives to rebuild our tourism economy.

A special thank you to the Asian American Hotel Owners Association for the invitation to speak at the 2021 AAHOA Convention & Trade Show in Dallas. It was a pleasure to join fellow state associations to discuss our public policy accomplishments in Arizona and the importance of grassroots advocacy.

We are at a critical time in Arizona where the success of the industry is dependent on sound, pro-business and pro-growth policies at all levels of government. If you would like to learn more about our advocacy efforts or get more involved, please [contact our team](#). We are stronger together.

Sincerely,

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*Kim Grace Sabow*

Kim Grace Sabow  
President & CEO

## GOVERNOR'S CONFERENCE ON TOURISM



Congratulations to our members at Visit Mesa for being recognized as the best Urban Marketing Campaign in Arizona!

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Congratulations to our members at The Cactus League for being recognized as the best Rural Tourism Partnership in Arizona!

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Congratulations to our members at Castle Hot Springs for being recognized as the best Rural Cultural and Historic Preservation in Arizona!

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Congratulations to our late friend and Arizona Tourism Icon, Doug Yanko on being inducted into the Tourism Hall of Fame this past week! We were all happy to see your brother Greg receive the award on your behalf. Your years of service will not be forgotten!

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Congratulations to our members at JW Marriott Camelback Inn Scottsdale for being recognized as the best Urban Cultural and Historic Preservation in Arizona!

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## FEDERAL UPDATE

### U.S. TRAVEL ASSOCIATION® CONTINUED EFFORTS TO REOPEN INTERNATIONAL TRAVEL

Last week, the United Kingdom announced that fully vaccinated Americans will be allowed to enter England, Scotland and Northern Ireland quarantine-free starting August 2—a key step in rebuilding their travel economy and workforce. The announcement to reopen to vaccinated Americans solidifies the need for U.S. government leaders to establish a plan and timeline for reopening—just as the British, Canadian and other governments have done. <https://www.ahla.com/press-release/ahla-statement-covid-19-delta-variant-and-updated-cdc-mask-guidance>

**The reality is, there is no difference between a vaccinated American and those vaccinated in the U.K., the E.U. and Canada.**

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## UPDATED SAFE STAY GUIDELINES

The [Safe Stay Guidelines](#) have been updated to reflect the new [CDC guidance](#) released last week, which recommended fully vaccinated individuals wear face coverings in public indoor settings in ‘[substantial or high transmission areas](#)’ of the country. At this time, circumstances for a change in mask requirements are local, not national, and may be temporary depending upon location.

Therefore, we encourage each hotel to monitor their specific location and act accordingly. AHLA will remain vigilant and will continue to rely on CDC recommendations, in accordance with state and local laws, to help navigate any new public health concerns. AHLA has also issued a Safe Stay statement on this new information.

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## 'HOTELS ARE HIRING' AD CAMPAIGN COMING SOON TO PHOENIX

To better support the industry's need to fill open hotel jobs, AHLA the AHLA Foundation announced “Hotels Are Hiring,” a national advertising campaign to build awareness about hotel job opportunities and promote hospitality as a career path.

With leisure travel resuming, the hotel industry needs to fill thousands of open positions to meet an uptick in consumer travel demand. To entice more workers to join the industry, hotels are offering employees more competitive pay, flexible scheduling, and additional benefits, including

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The [ad campaign](#) will run for one month in Phoenix, San Diego, Orlando, Nashville and Washington, D.C., featuring digital advertising as well as print and radio ads. For more information and to view open positions, visit: [www.hotelsarehiring.com](http://www.hotelsarehiring.com).

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## EDA GRANTS



Last week, the U.S. Department of Commerce's Economic Development Administration (EDA) announced \$3 billion in funding opportunities to invest in distressed and underserved communities impacted by the coronavirus pandemic. This historic investment, funded by the American Rescue Plan Act of 2021, will support bottom-up, middle-out economic development focused on advancing equity, creating good-paying jobs, helping workers to develop in-demand skills, building economic resilience, and accelerating the economic recovery for the industries and communities hit hardest by the coronavirus pandemic. Investing in America's Communities includes:

- **[Build Back Better Regional Challenge](#) (\$1 billion)** will capitalize on American ingenuity and American workers by providing a transformational investment to regions across the country to revitalize their economies.
- **[Good Jobs Challenge](#) (\$500 million)** is designed to help get Americans back in good-paying jobs. The program will develop and strengthen regional workforce training systems and sector-based partnerships with a focus on programs targeted at women, people of color and historically underserved communities.
- **[Economic Adjustment Assistance](#) (\$500 million)** grants will help hundreds of communities across the nation plan, build, innovate, and put people back to work through projects tailored to meet local needs.
- **[Indigenous Communities](#) (\$100 million)** program will work hand-in-hand with Tribal Governments and Indigenous communities to develop and execute economic development projects they need to recover from the pandemic and build economies for the future.
- **[Travel, Tourism and Outdoor Recreation](#) (\$750 million)** program will focus on revitalizing the hard-hit travel, tourism, and outdoor recreation industries and accelerate the recovery of communities that rely on these sectors.
- **State Tourism Grants: \$510 million** in non-competitive awards to help states quickly invest in marketing, infrastructure, workforce and other projects to rejuvenate safe leisure, business and international travel.
- **Competitive Grants: \$240 million** to help communities that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future.
- **[Statewide Planning, Research and Networks](#) (\$90 million)** grants include funding for state planning efforts as well as grants to build Communities of Practice to extend technical assistance to support EDA's work with grantees.

We encourage all members to visit [www.eda.gov/ARPA](http://www.eda.gov/ARPA) for further eligibility requirements and how to apply for this program.

## COVID RESOURCE CENTER



Today's updated Closure and Reopening Orders, Screening & PPE Orders, and Workers' Compensation Coverage summaries can all be found on the [State Orders/Requirements page](#). State and local leaders continue to enact new measures, so please review the updated summaries.

## AZLTA UPDATED AZSAFE+CLEAN GUIDELINES

Safety and cleanliness remain the top concerns for hotel guests and employees, this is why our AZSAFE+Clean initiative continues to be a leading priority for our industry. We are excited to share a new version of our AZSAFE+CLEAN protocols and guidance, which include:

- Updated [AZSAFE+CLEAN guidance](#) for the lodging and hotel industry regarding employee, guests, and workplace health and safety.
- A new [meetings and events checklist](#) for long-term planning to ensure the best public health practices are utilized by businesses and organizations hosting future Arizona meetings and events

Members who complete the checklists will receive an AZSAFE+CLEAN window decal and digital graphic to prominently display for customers and employees. To download the latest AZSAFE + CLEAN guidelines, click [here](#).

GOT YOUR PHONE HANDY? SCAN THIS!

SCAN QR CODE WITH YOUR PHONE

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## UPCOMING IN-PERSON EVENTS

# INDUSTRY FORECAST

2021

The Arizona Lodging & Tourism Association proudly welcomes you to participate in this year's 2021 Industry Forecast forum that will provide invaluable insights into expected visitation and trends, legal challenges ahead, and state and national analyses to help you project your hotel's 2022 budget.

**WED AUG 25**

**Phoenix  
Forecast**

**4:00PM**

Mountain Shadows Resort  
5445 E. Lincoln Dr. Paradise Valley, AZ

**THU AUG 26**

**Southern Arizona  
Forecast**

**4:00PM**

Westward Look Wyndham Grand Resort  
245 Ina Rd Tucson, AZ

WWW.AZLTA.COM #INDUSTRYFORECAST21

**SPEAKERS**

AUG 25 & 26

SVP SALES AND MARKETING STR  
Vail Ross

AUG 25 & 26

DIRECTOR OF RESEARCH AOT  
Colleen Floyd

AUG 25

SHAREHOLDER OGLETREE DEAKINS  
Joseph Clees

AUG 26

SHAREHOLDER OGLETREE DEAKINS  
Tibor Nagy

Presented by AzLTA

ARIZONA  
LODGING  
TOURISM  
ASSOCIATION

## THE LODGING CONFERENCE



### Groups Are Coming Back!

If you wanted encouragement that group business was coming back to Arizona, look no further than the annual Lodging Conference. The Lodging Conference has been held in the Phoenix-Scottsdale area since its beginning in 1995. This year's event will be held at the JW Marriott Phoenix Desert Ridge Resort and Spa from September 27-30. As of now, attendance is tracking at the same pace as 2019 when over 2,300 joined us for the largest Lodging Conference event ever. For more details on The Lodging Conference 2021, click [here](#).

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## FEATURED MEMBER BENEFITS

**Attract and retain the right talent by making  
TELEHEALTH & IN-HOME DIAGNOSTICS  
part of your hiring plan.**

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for info >>



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- Receive exclusive member pricing on telehealth that is available anytime, anywhere.
- Receive unlimited medical, mental health, dermatology, neck and back care, and nutritional guidance.
- Avoid costly emergency room / urgent care visits, co-pays and other charges.
- **Cost is \$7\*/month per employee + family.**  
\*Current pricing effective through 8/10/21
- Employers may enroll any and all team members regardless of hours worked.
- Receive exclusive member discount of 30% off convenient in-home lab tests for:
  - Cholesterol / Iron / Folate / Cortisol
  - Thyroid / Colon / Kidney / Liver
  - Diabetes / Lyme / Celiac / Hepatitis B&C
  - Men's, Women's & Sexual Health
- Participants can discuss results with clinical consultants and determine next steps.
- Tests can be purchased by employers and employees.

Teladoc and LetsGetChecked are not insurance and are not affiliated with any insurance program.

Questions? Email [hospitalityhealth@teladochealth.com](mailto:hospitalityhealth@teladochealth.com)

## MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, [webinars](#), information and recommendations from our state and national partners. Updates will be shared on [our](#)

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AZ SAFE + CLEAN CERTIFICATION

COVID-19 RESOURCES CENTER

FOUNDATION

VISIT ARIZONA INITIATIVE

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